

ORDER



FIRST COAST NEWS

A GANNETT COMPANY

WTLV-TV

Jim Quinn

T-PH

NAT

Cash

Broadcast

EOM/EOC

15%

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Primary AE:
Sales Office:
Sales Region:

703937
6259807
NELSON FOR SENATE
542
08/08/12 - 08/14/12
08/07/12 / 08/07/12
Political
Abar Hutton Media/ POL
6190 Grovedale Court Suite 200
Alexandria, VA 22310
Nelson, B/ DSCC/ D/Sen/FL
A25-54
PL-US Senate
P-5
AGY, GEN, POL

Order / Rev:
Alt Order #:
Product Desc:
Estimate:
Flight Dates:
Original Date / Rev:
Order Type:
Name:
Buying Contact:
Billing Contact:
Demographic:
Product Codes:
Priority:
Revenue Codes:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	27	\$18,045.00	\$15,338.25
Totals				
August 2012		27	\$18,045.00	\$15,338.25
Totals				
		27	\$18,045.00	\$15,338.25
				0.00
				0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	45%	\$18,045.00
Market	100%	\$40,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$1,203.00
WCWJ	0%	\$0.00
WJXT	27%	\$10,827.00
WJXX	6%	\$2,406.00
WTEV	19%	\$7,619.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	08/09/12	08/09/12	530a-6a	CM	530a-6a	---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
2	WTLV	08/13/12	08/13/12	530a-6a	CM	530a-6a	---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
3	WTLV	08/08/12	08/10/12	Today Show	CM	7a-9a	--W-F--	:30	2	\$735.00	P-1	0.00	NM	2	\$1,470.00
Week: 08/06/12 08/12/12															
Week: 08/13/12 08/19/12															
Week: 08/06/12 08/12/12															
Week: 08/06/12 08/12/12															

WTLV-TV

Advertiser: Nelson, B/ DSCC/D/Sen/FL

Product Desc: NELSON FOR SENATE

Estimate: 542

Order / Rev: 703937

Alt Order #: 6259807

Flight Dates: 08/08/12 - 08/14/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WTLV	08/14/12	08/14/12	Today Show	CM	7a-9a	-T-----	:30	1	\$735.00	P-1	0.00	NM	1	\$735.00
M-F 7-9am (7:00 AM-8:00 AM)															
Week: 08/13/12 08/19/12 -T----- Spots/Week 1 Rate \$735.00 Rating 0.00															
5	WTLV	08/08/12	08/10/12	Olympics Weekday DT	CM	Olympics Weekday DT	--WTF--	:30	6	\$425.00	P-1	0.00	NM	6	\$2,550.00
Week: 08/06/12 08/12/12 --WTF-- Spots/Week 6 Rate \$425.00 Rating 0.00															
6	WTLV	08/09/12	08/09/12	M-F 5-530pm	CM	M-F 5p-5:30p	---T---	:30	1	\$420.00	P-1	0.00	NM	1	\$420.00
Week: 08/06/12 08/12/12 ---T--- Spots/Week 1 Rate \$420.00 Rating 0.00															
7	WTLV	08/13/12	08/14/12	M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$420.00	P-1	0.00	NM	2	\$840.00
Week: 08/13/12 08/19/12 MT----- Spots/Week 2 Rate \$420.00 Rating 0.00															
8	WTLV	08/08/12	08/10/12	M-F 7-730p	CM	M-F 7p-7:30p	--WTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
Week: 08/06/12 08/12/12 --WTF-- Spots/Week 3 Rate \$900.00 Rating 0.00															
9	WTLV	08/13/12	08/14/12	M-F 7-730p	CM	M-F 7p-7:30p	MT-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
Week: 08/13/12 08/19/12 MT----- Spots/Week 2 Rate \$900.00 Rating 0.00															
10	WTLV	08/08/12	08/10/12	Olympics Zone	CM	Olympics Zone	--WTF--	:30	3	\$1,150.00	P-1	0.00	NM	3	\$3,450.00
Week: 08/06/12 08/12/12 --WTF-- Spots/Week 3 Rate \$1,150.00 Rating 0.00															
11	WTLV	08/13/12	08/13/12	Olympics Zone	CM	Olympics Zone	M-----	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
Week: 08/13/12 08/19/12 M----- Spots/Week 1 Rate \$1,100.00 Rating 0.00															
12	WTLV	08/11/12	08/11/12	Sat 8-10a	CM	8a-10a	-----S-	:30	2	\$365.00	P-1	0.00	NM	2	\$730.00
Week: 08/06/12 08/12/12 -----S- Spots/Week 2 Rate \$365.00 Rating 0.00															
13	WTLV	08/11/12	08/12/12	Olympics Weekend AM	CM	Sa/Su 6a-12p (9:00 AM-12:00 PM)	-----SS	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
Week: 08/06/12 08/12/12 -----SS Spots/Week 2 Rate \$725.00 Rating 0.00															
Totals															
27										\$18,045.00					